

Cully TIF District Community Leadership Committee

April 23, 2025



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Agenda

1. Guiding Agreements, Roll Call
2. Icebreaker
3. Items of Interest
4. Refresher from Last Time
5. Data cont'd: Employment & Development Trends
6. Action Plan: Engagement Approach
7. Public Comment
8. Feedback Loop & Next Steps



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Building an Equitable Economy

Guiding Agreements

Open Conversation

Keep within Scope

Hold Equity Lens

Be Goal-oriented

Minimize Interruptions

be mindful of interpretation

Roll Call



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Icebreaker

Name a small business you enjoy visiting in Cully – and why you picked that business to share.



CLC Member's Items of Interest



Refresher from Last Time



We reviewed demographic and housing data that PHB provided.

We heard about other public projects happening in the coming years, including the planned BRT terminus in Cully. We heard from TriMet, PBOT and BPS staff.

Data Continued: Employment Trends and Development



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Cully TIF District – 2023 Payroll Taxes

- **4,458 Employees**
- **668 Firms**
- **\$287 Million in total payroll**
- **\$64,326 average payroll**

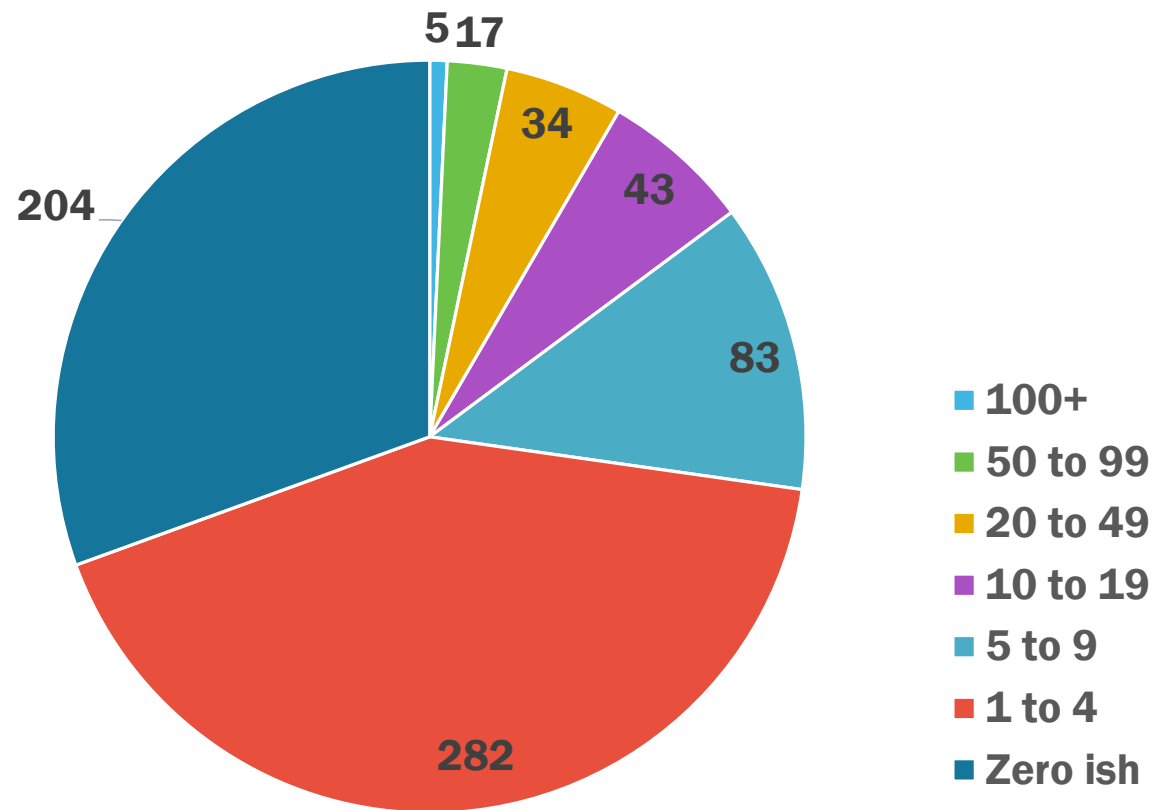
Source : Oregon Employment Department, 2023 QCEW

Cully TIF District – 2023 Employment by Sector

Manufacturing	407
Wholesale Trade	645
Retail	427
Transportation & Warehousing	423
Healthcare	777

Source : Oregon Employment Department, 2023 QCEW

Cully TIF District – Firms by Employee Size



Cully TIF District – Major Employers

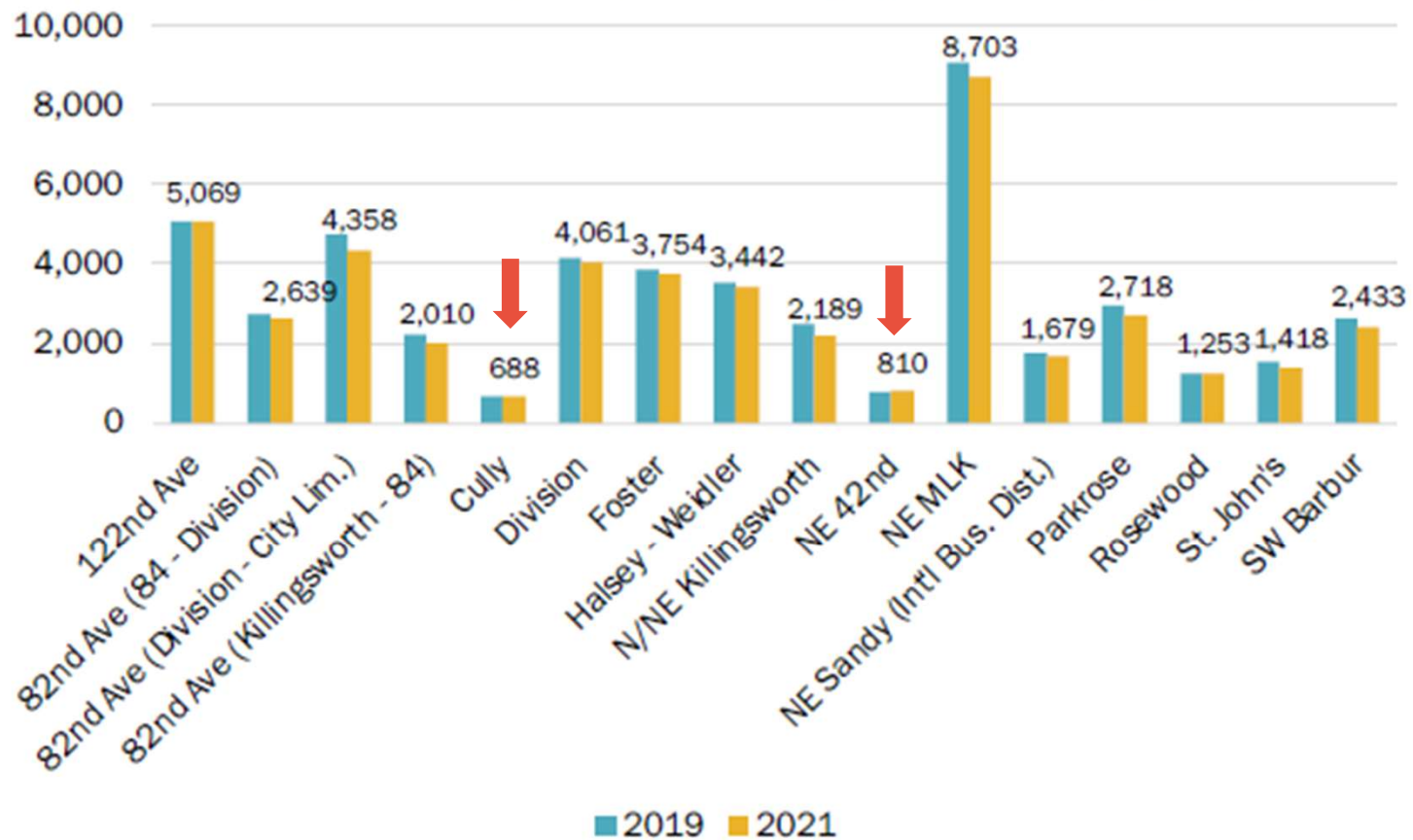
- **Albertsons**
- **Apex Anodizing**
- **Northside Ford Truck Sales**
- **Fire on the Mountain**
- **Portland Disposal & Recycling**
- **Industrial Tire Service**



Commercial Corridors: Total Employment

Exhibit 1. Total Employment, 2019 and 2021, Corridors

Source: Bureau of Labor Statistics. Quarterly Census of Employment and Wages (QCEW).



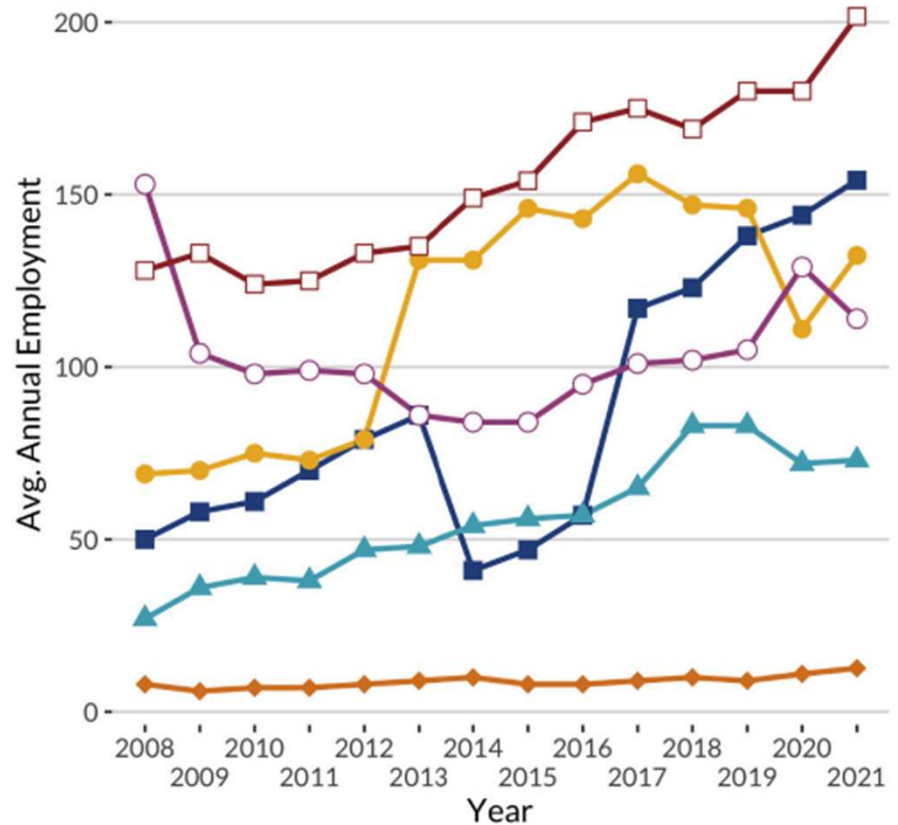
Jobs and Employment Cully Blvd.

Industry

- Education and Medical
- Food, Entertainment, and Services
- ▲ Office-based
- ◆ Other
- Production, Distribution, and Repair
- Retail

Exhibit 86. Employment Trends by Industry, 2008–2021

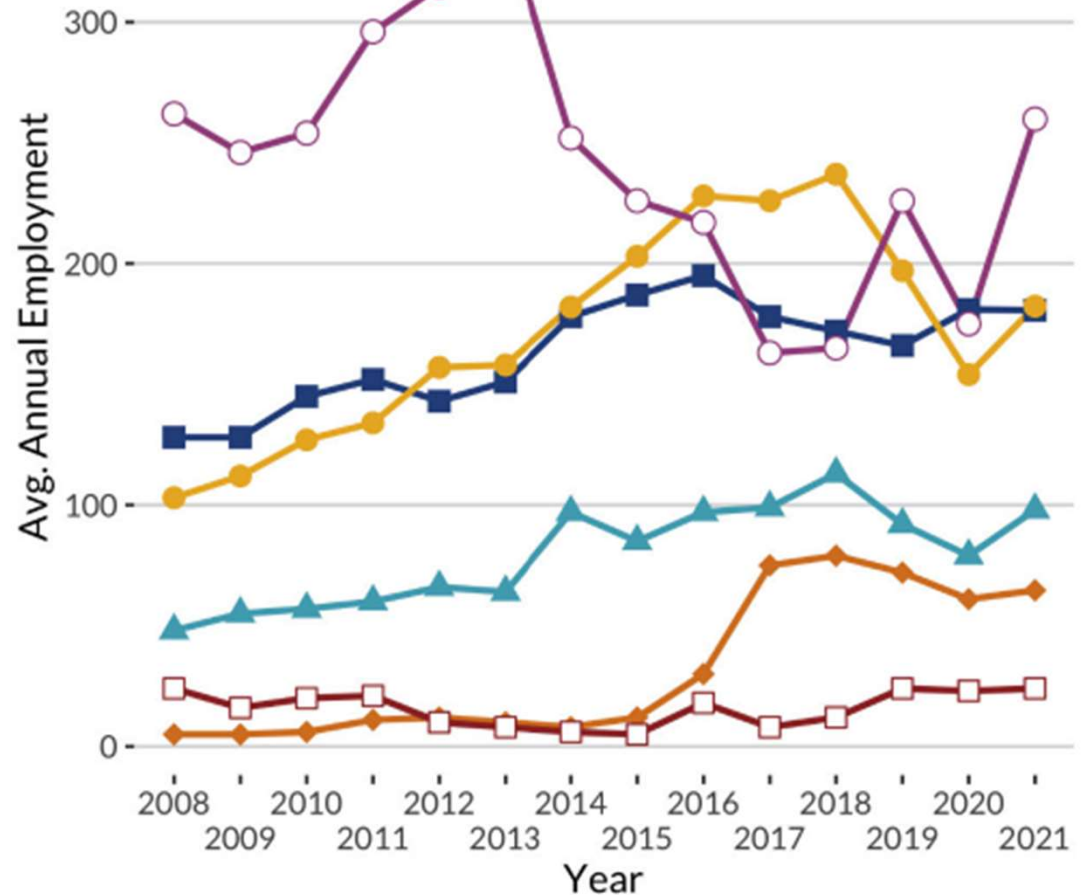
Data source: Bureau of Labor Statistics. Quarterly Census of Employment and Wages (QC)



Jobs and Employment 42nd Avenue

Industry

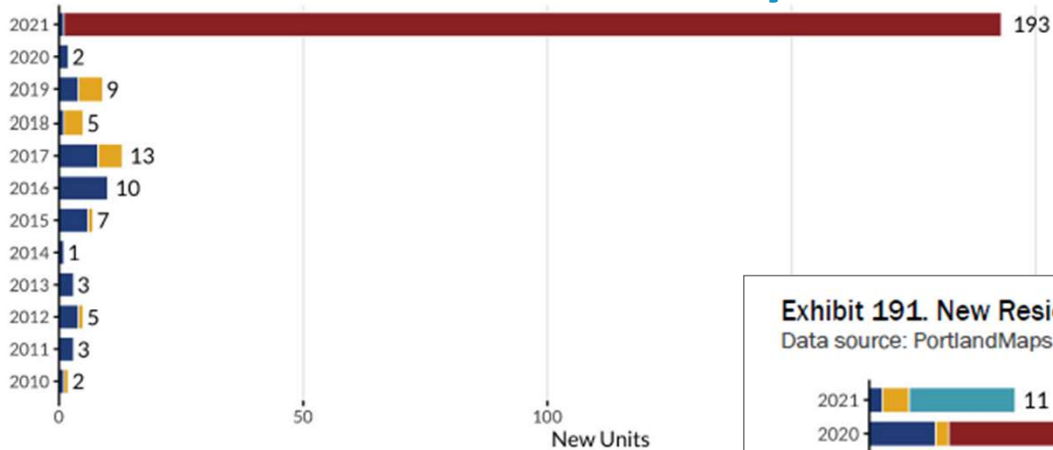
- Education and Medical
- Food, Entertainment, and Services
- Office-based
- Other
- Production, Distribution, and Repair
- Retail



Development – Residential Permits

Exhibit 101. New Residential Permits Issued, 2010–2021

Data source: PortlandMaps.



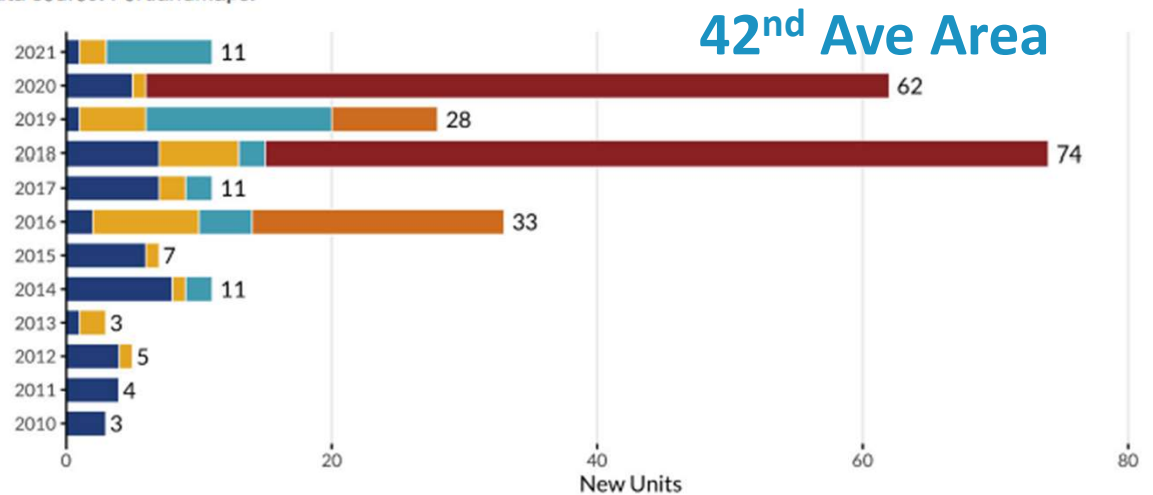
Bldg. Type

- Single Family
- ADU
- 2-4 Units
- 5-19 Units

- 20-49 Units
- 50+ Units
- Other

Exhibit 191. New Residential Permits Issued, 2010–2021

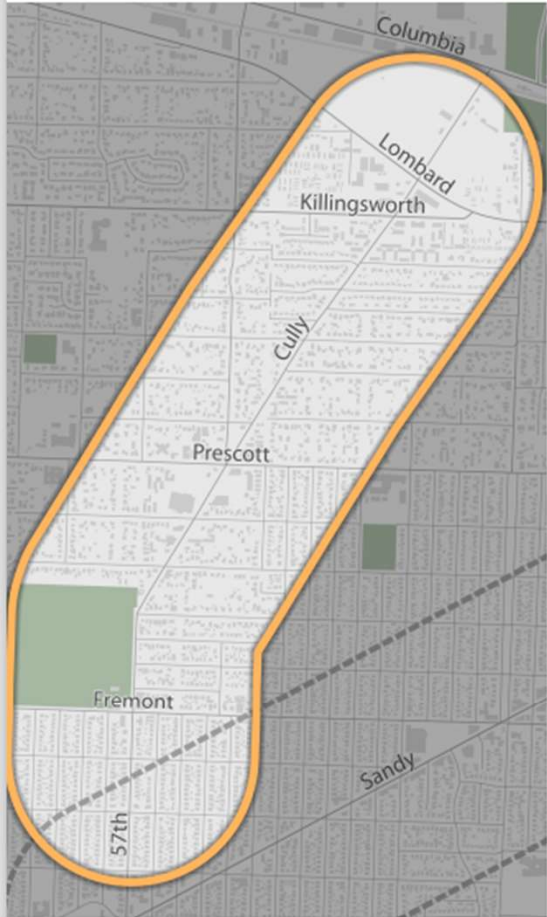
Data source: PortlandMaps.





Corridor Overview: Cully

How to support this corridor:



Change in BIPOC share

Market Recovery (change in small business employment)

Market Strength (median commercial property RLV per SF)



Demographics (2010-2020)

- ➡ 34% of residents are BIPOC
- ➡ 7% population increase (5,759 residents in 2020)
- ➡ Share of working age population increased by 6%
- ➡ 58% of HHs < 100% AMI in 2019

Market Recovery (2008-2022)

- ➡ Employment increased 73% since 2008
- ➡ Home values increased with median home value over \$500,000 in 2022

Market Strength (2008-2022)

- ➡ Residential development has been slow with mostly SFH, middle housing, and ADU infill

Grow business district capacity

Activate commercial buildings and attract new commercial dev't

Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Address housing production and affordability

Improve transportation safety and connectivity



Corridor Overview: NE 42nd

How to support this corridor:



Change in BIPOC share

Market Recovery

(change in small business employment)

Market Strength

(median commercial property RLV per SF)



Grow business district capacity

Activate commercial buildings and attract new commercial dev't

Stabilize existing businesses

Grow home businesses and create commercial space opportunities

Address housing production and affordability

Improve transportation safety and connectivity

Demographics

(2010-2020)

- ➔ Share of BIPOC population decreased by 2% (nominally increased by about 200)
- ➔ 20% population increase (5,378 residents in 2020)
- ➔ Renters make up 24% of households
- ➔ 44% of households < 100% AMI in 2010

Market Recovery

(2008-2022)

- ➔ Total businesses doubled since 2008 (up to 220 in 2022)
- ➔ Employment increased 20% since 2019 after returning to pre-pandemic levels

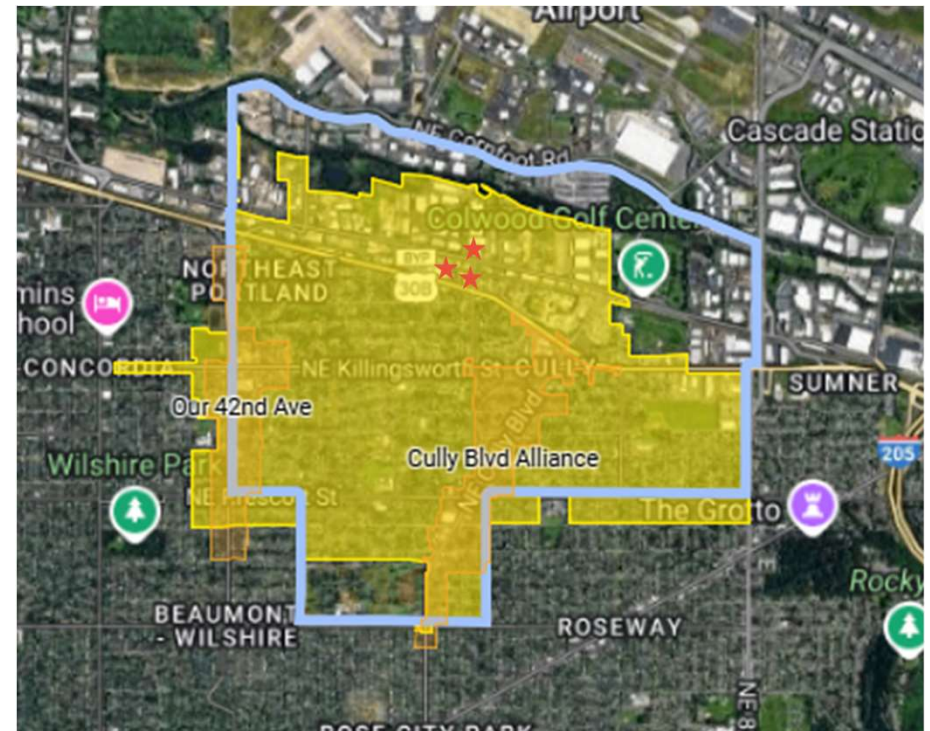
Market Strength

(2012-2022)

- ➔ Residential development has seen strong demand with 170 residential permits since 2019
- ➔ Residential sales prices more than doubled since 2008; median prices hovering around \$600k

Three Commercial Transactions

Since 2020, three commercial transactions in the Cully TIF District



5833 NE Portland Hwy

7,500 Square Feet

**Asking rent: \$14.95 per square
foot**

**Sold on Nov 2022 for
\$350,000**



**Columbia Commerce Park
6424 NE 59th Place**

**44,324 Square Feet
Asking rent: ?**

**Sold on June 2024 for
\$6.6 Million**



**Columbia Commerce Park
5764 NE Columbia Blvd**

**31,515 Square Feet
Asking rent: ?**

**Sold on June 2024 for
\$6.2 Million**



BREAK!

Action Plan Engagement

Background refresh, Action Plan
engagement, CLC guidance



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Community Development in Cully

Cully-Concordia Community Assessment

A summary of Physical, Social and Economic Conditions in Cully and Concordia

September 2008



2011

Neighborhood
Economic
Development
Strategy

2012

Neighborhood
Prosperity Initiative
areas created



2018
Cully Park
completed



2016 -
2022

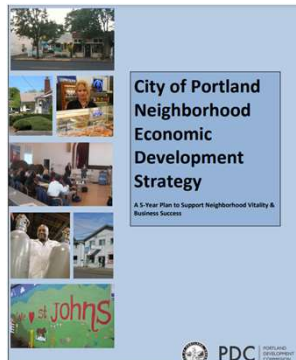
Transporta-
tion
investments

2008

Cully-Concordia
Community
Assessment and
Action Plan

2010

Living Cully
established



2013

Not In Cully
Report



2015 - 2022

Affordable housing
investments



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Cully TIF Plan: Community Engagement

BROAD: PLACE-BASED ENGAGEMENT

Prosper Portland & Portland Housing Bureau led



DEEP: COMMUNITY-BASED ENGAGEMENT

ELC & Living Cully-led



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Community Priorities We Heard

Community spaces
for recreation,
education and
connection

Buy and bank
land

Remove opportunity
access barriers

TIF funds should be targeted on
stabilization rather than broadly
spent on infrastructure

Invest in stabilizing,
affordable housing

**Stabilize Communities
Vulnerable to Displacement!**

Secure **additional
benefits** from projects
and investments

Provide **inclusive
oversight**
opportunities

Support local
BIPOC business

Support **historical**
and **cultural** public art

Drive **equitable
economic**
opportunity

Safety-related
transportation
investments

Need more
natural
areas



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Who are the Living Cully Partners?



From Preliminary Report to the Plan: The Vision



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Priority Communities

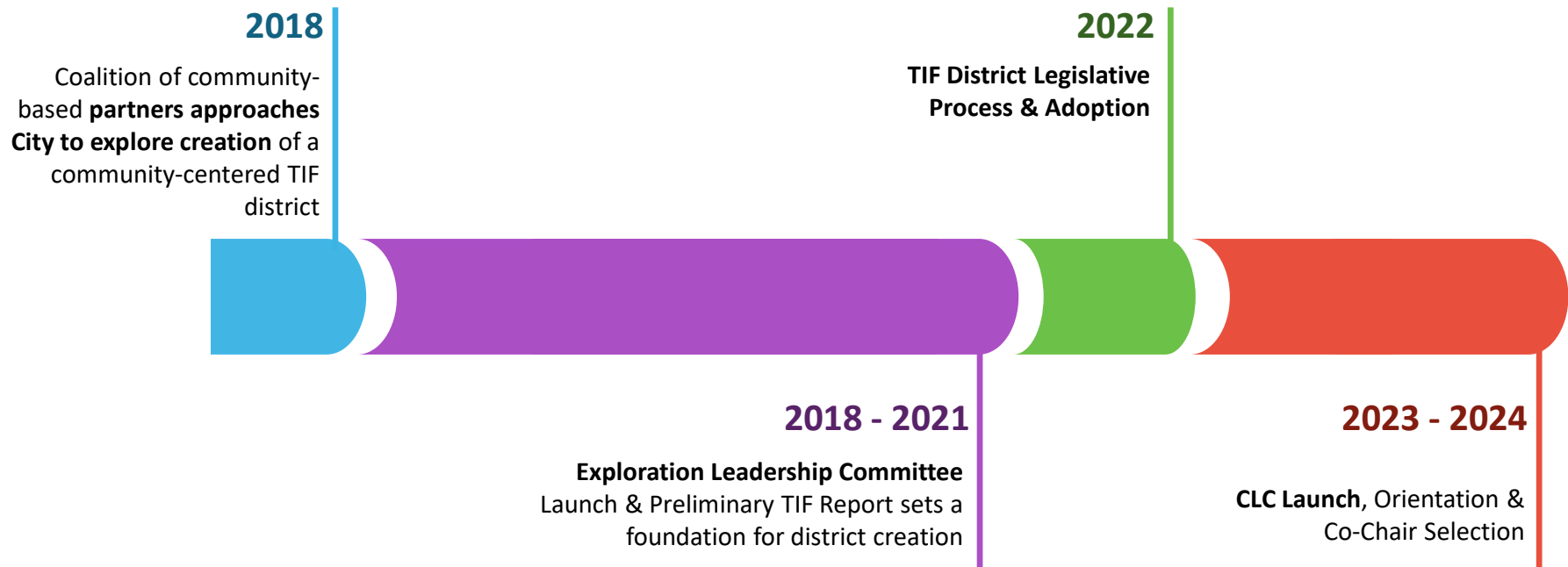
- African American and Black persons
- Indigenous and Native American persons
- Persons of color
- Immigrants and refugees of any legal status
- Renters
- Mobile home residents
- Persons with disabilities
- Low-income people
- Houseless people

Other groups systemically vulnerable to exclusion from Cully due to gentrification and displacement



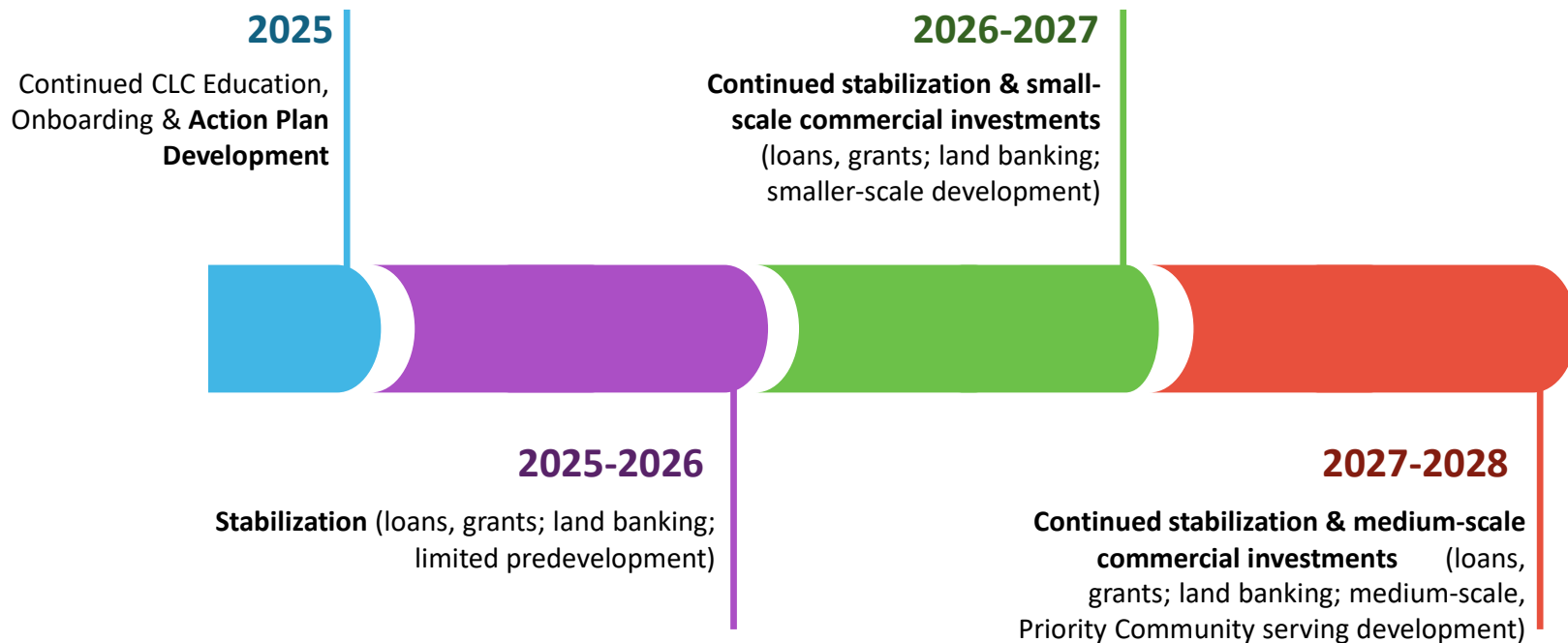
Where We've Been

TIF District Creation and CLC Launch



Where We're Going

Action Planning & Implementation



Action Planning Engagement Tasks

CLC asked to hold off on big engagement push until we had some Action Plan sections drafted – so people could respond to something concrete.

Engagement through December 2025:

Prosper Portland/PHB

Neighborhood &
Business Associations

Joint

Open Houses x2

Canvassing/Office
Hours/Other

Community Partner/Partners

Priority Community
Focus Groups and
Touch Points

2025 CLC Schedule

	CLC Meeting Topics	Public Engagement	Tasks
Jan	Action Planning 101	Educ/Relationship	
Feb	Public Engagement Planning		
Mar	Community Context: Data, Other Projects		
Apr	Economic Development, Part 1 & Engagement Approach		Neighborhood & Business Associations
May	Economic Development, Part 2	Draft Action Plan	Canvassing/Office Hours/Other
June	Affordable Housing, Part 1		Priority Community Focus Groups
July	Affordable Housing, Part 2		Open House
Aug	Draft Plan, Public Engagement Summary		
Sept–Oct	Draft Plan Refinement		
Nov–Dec	Prosper Board & Council Approvals		

Discussion Question

Does the proposed engagement timing and approach align with your expectations?

- **Where do you have questions?**
- **Where would you like to see changes and why?**

Cully TIF District Budget

Line Item	FY 2025-26	FY 2026-27	FY 2027-28*	FY 2028-29	FY 2029-30*
Action Plan Investments (e.g. ec dev & housing direct investments)	\$1.9M	\$2.0M	\$19.4M	\$2.0M	\$10.4M
Community Engagement	\$125K	\$125K	\$125K	\$125K	\$125K

Community & Action Plan Engagement Budget (\$125,000)

CLC (~\$12k)

- Meetings: food, interpretation, childcare
- Stipends

Living Cully Partnership & Engagement (~\$95k)

- Community-based staffer
- Action Planning engagement by Living Cully coalition partners and members

Additional Action Planning Engagement (~\$18k)

- Open houses: ~\$6k for food, location, etc
- Additional community-led engagement: ~\$12k to support 2-3 additional community-based organizations to lead individual engagement (ie focus groups or other events)

Questions

Which additional Action Planning engagement activities should we prioritize?

- **Who are the additional community-based organizations you recommend we connect with?**

Public Comment



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Next Steps Feedback Loop

Next Meeting is Wednesday, May 28



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